

Leslieville BIA April Board Meeting
MINUTES
Tuesday, April 11, 2017
8:30 a.m.
10 Hastings Avenue

Board Members Present: Andrew Sherbin, James Lane, Ara Mamourian, Brad Daniels, Tracy Kelly, Tina Panagioutou, Laura Anonen/Councillor Paula Fletcher's office, Ellen Pisani/Councillor Mary-Margaret McMahon's office

Regrets: Christiane Tetreault, Jennifer Orenstein, Allen Malloy, Marianne Szczuryk - City BIA Office Representative

BIA Co-ordinator: Cathy Quinton

1. Welcome

With quorum established, Andrew Sherbin opened the meeting and thanked Brad Daniels for the meeting facilities (and coffee/Timbits) at 10 Hastings.

2. Approval of February 8 Minutes (*no March meeting was held*)

James Lane motioned to approve the minutes. Tracy Kelly seconded. All were in favour. Motion carried, minutes approved.

3. Sub-Committee Update (s)

Financial

BIA P & L – January 1 – April 11, 2017 (*provided post-meeting via email*)

Income \$ 20.68

Expenses \$ 20,518.27 (*payroll, CRA, AGM & Membership Dues*)

Net (ordinary) Income \$ - 20,497.59

Net Income - \$ - 20,497.59

Note: 1st levy income installment (50%) due on or around May 9

Development & Streetscape



James Lane raised the question around **BIA planters** and what is permissible to improve their appearance. Currently no specific BIA budget exists to fund improvements; business owners plant, light or decorate on their own initiative. It is understood, however, that as part of the overall Streetscape Competition, planters will be taken into consideration, either to find ways to improve the existing, or replace as part of the streetscape plan, once approved.

The **Streetscape Competition RFEOI** is due. The Development Committee will review the draft this month, with plans to present the recommended RFEOI document to the Board at the next Board meeting in May.

Changes to patio permit fees and boulevard marketing. A meeting is to be held at City Hall today (April 11) with BIA's, Councillor Fletcher and City Transportation Services to determine the affect on BIA's, given their not-for-profit status. A *new* 'Framework and Consultation Plan for a Harmonized Sidewalk Cafe and Marketing By-law' is to be considered by MLS in April, and considered by City Council following that.

'Leslieville' LED signage plan – awaiting news re: grant application that was submitted March 30, 2017.

Marketing/Events

Ara provided an overview of the status of **Wanderlust** including a date change from the traditional end of November to September 30th. A weekly status has been established as ideal to continue momentum to increase this year's value perception within the community – all our welcome. HUBS will be themed, include BIA-member vendors, live music, artist-at-work, food and beverage. Major corporations will be sought as title sponsors, with consideration given to secondary local sponsors, using a new sponsorship package which is in development. A Wanderlust 'coupon' booklet will be produced featuring every BIA business, and will offer visitors incentives and information to enhance their experience(s), and will be given out at each HUB in branded Leslieville totes. *We'd like to thank the Wanderlust Gnome for his/her many years of dedication to the success of Wanderlust over the years, and wish them a very happy retirement.*

Marketing materials updates: The Leslieville Guide 2017-18 needs to be edited and sponsors solicited in time for distribution at the Leslieville Tree Festival. Cathy will edit and approach current sponsors with first right of refusal, followed by a general invitation to the membership. The BIA Corporate transit shelter needs new creative. Tina will oversee a new concept, working with our designer, Kinnon.

Cathy touched on other events including the upcoming **Police Day BBQ** on May 13th. Community partners confirmed to join the festivities include Avondale Retirement Residence, Applegrove Community Centre, Yaya Restaurant (supplies), Healthy Kids Initiative (South Riverdale Community Health Centre), and Woodgreen.



A Spring Newsletter will be issued to the membership to announce upcoming events, news on Development,

4. Other business

Cathy Quinton reported that she received a phone call from Julie Dabrusin indicating that the BIA's grant application for CSJ (Canada Summer Jobs) had been approved, and to expect notice in writing shortly. The grant will fund one (1) student for approximately 7 full time weeks.

5. Adjournment

6. James Lane motioned to adjourn the meeting, with Brad seconding the motion. All in favour. Carried.

Next BIA monthly Board meeting: – venue TBD.

